

● INTERNATIONAL
MENSDAY
November 19

2020 CELEBRATION

Concept Note



Ministry of Public
Service and Gender
State Department of
Gender.



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INTERNATIONAL MEN'S DAY - 2020;

KENYA HOSTS AFRICA!

Introduction

Since time immemorial, the gender agenda has been understood to refer to issues exclusively pertaining to women and girls.

However, it's important to note that term gender refers to biological and social cultural roles vested on either the male or the female.

The empowerment of women and girls is important in contemporary world. Unfortunately, the women development agenda has been perceived by many as a battle of the sexes.

For ages, men and boys have taken the back seat on many issues from family life to their role in the community.

An escalating curve in domestic violence, sexual gender based violence, dysfunctional families, teenage pregnancies and suicides are disturbing trends that continue to threaten the gains made in gender issues and development.

Unfortunately, the man and boy-child are identified as the key perpetrators of these crimes.

Whereas the world perceives the man as the chief custodian of culture and the holder of power and authority, this reality is gradually changing with increased modernization, high rates of joblessness, high illiteracy in male youth and corroding of moral and quality cultural systems.

The over focusing on the girl and women issues continues to create a major gap between the male and female gender. This has indirectly contributed to some of the challenges the female gender faces.

It is, therefore, imperative that the world reviews inclusivity to accommodate the neglected male when discussing gender issues.

The disillusionment in the forgotten gender is wanting. The silent questions in many societies are:

Are men victims of crimes against gender?

Does the men and the boy-child need facilitation to play their role more effectively?

Will the man and boy-child be in the next gender agenda beyond 2030?

Is it necessary to rework the gender agenda to ensure boy-child and men, girls and women are all part of this development?

What is in it for a man?

What are the intrinsic needs for the man and the boy-child?

Does the man need restoration? Or does he need equipping?

International Men's Day (IMD) is a day that brings men together to celebrate their contributions to their families and societies. It also seeks to highlight the challenges experienced by men and offer practical solutions.

IMD has been marked in the last 2 years in Kenya where Thriving Families Kenya (Ltd) took a lead role in coordination.



BACKGROUND

Men's mortality rate has been noted to be higher in the COVID19 pandemic. In a bulleting named The men's health gap, the World Health Organization (WHO) highlighted the fact that men must be included in the global health equity agenda. In various reports, men have been report to be leading in depression, death by suicide, heart conditions and other non -communicable diseases.

It is therefore important that the world prioritizes the special needs of men in health. In confirming the need for a special approach for managing the male gender in health systems, the United States Aid for International Development (USAID),Inter agency Gender Working Group (IGWG) 2019, identified male engagement as a priority area and released a resource document on the Do's and don'ts on engaging men and boys in promoting health and gender equality. The resource confirms that men have their own health needs and vulnerabilities, and that engaging men can benefit everyone-including women and girls. The reality is that the inequalities in social value, power and opportunities of men and women have provided men with many advantages, while at the same time men are disproportionately affected by many health challenges. Confronting both issues requires a careful balance.

In response to the high mortality rate of men arising from the disease burden among men, the IMD global movement nominated Kenya to host the first ever African regional IMD conference under the coordination of Thriving Families Kenya. This forum will bring together the 'everyday man' from all walks of life to participate in the event under the theme 'Healthy Minds and Bodies'.

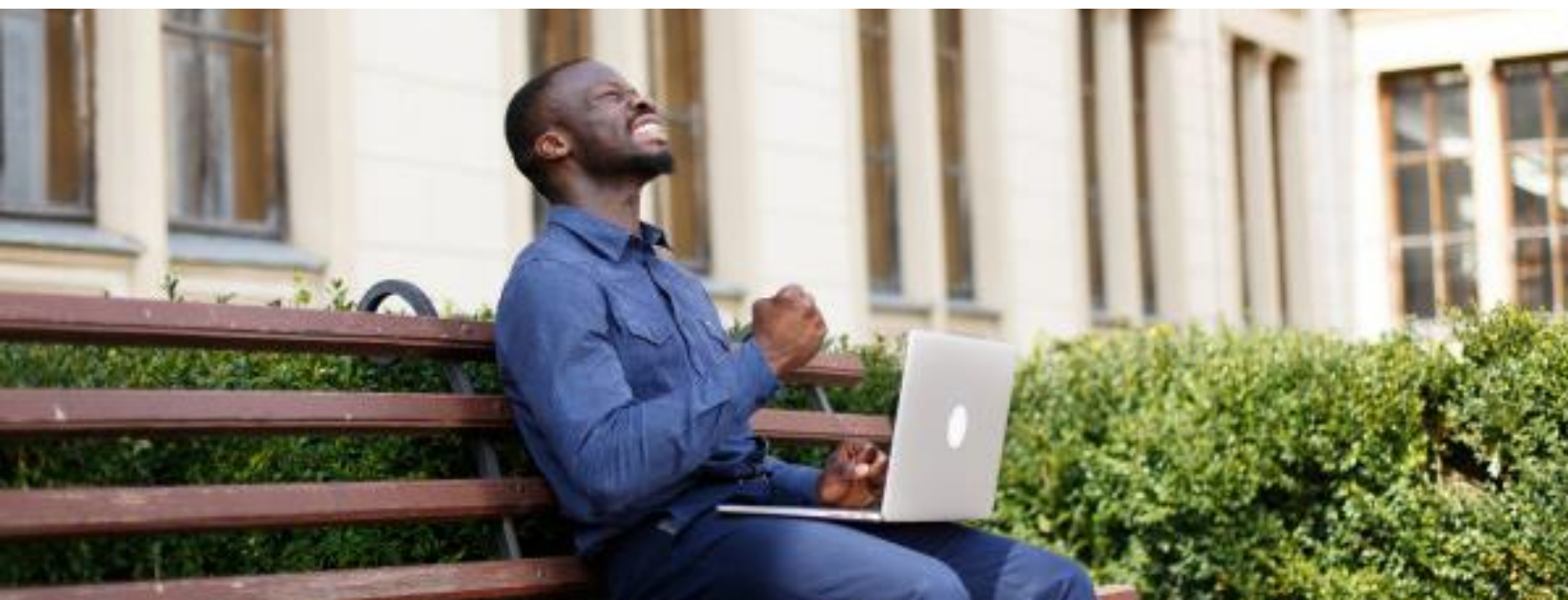
In the past two decades, different countries and regions have been marking the International Men's Day in low key ceremonies.

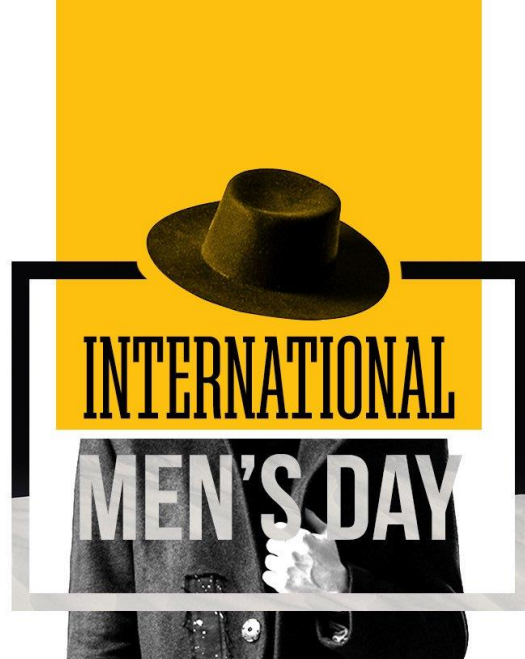
However, with a growing membership and increasing momentum on the agenda of men and boys, Africa was appointed as the host of the first regional men's conference in 2020.

The African team was hosted in Nigeria for the first global virtual fatherhood summit in observance of Father's Day in June 2020.

Further, Kenya was confirmed as the host of the first virtual International Men's Day conference under the coordination of Thriving Families Kenya. It'll take place on November 19, 2020.

In the post COVID-19 world, we want to encourage institutions, organizations and individuals to work toward creating the best environment for healthy souls in all nations.





ABOUT INTERNATIONAL MEN'S DAY

International Men's Day (IMD) celebrations was Inaugurated on 19 November 1999 in Trinidad and Tobago by Gender Issues Thought Leader, faculty member in the History Department at the University of West Indies, and prolific author Jerome Teelucksingh, Ph.D.

The International Men's Day (IMD) celebrates and honors the contributions and sacrifices of men - "everyday men". Observed in 88 nations, the International Men's Day focuses on uniting humanity by providing individuals, organizations, and institutions with an opportunity to achieving our shared objectives.

This applies equally to men and boys irrespective of their age, ability, social background, ethnicity, sexuality, gender identity, religious belief and relationship status.

In the last two decades, the IMD Movement platform was registered as an entity in Trinidad and Tobago with international affiliate organisations in 88 countries.

It is further supported by a team of regional coordinators (continentally). The regional coordinators work collaboratively with national coordinators from representative countries. Different organisations and institutions spearheading various interventions in men and boys work at their country level.

The IMD platform engages organizations and observes the day with the aim of meeting the following core objectives:

- To promote positive male role models; not just movie stars and sportsmen but every day, working class men who are living decent and honest lives.
- To celebrate men's positive contributions to society, community, family, marriage, child care and to the environment.
- To focus on men's health and well-being; social, emotional, physical and spiritual.
- To highlight discrimination against males in areas of social services, social attitudes, expectations and law.
- To improve gender relations and promote gender equality.
- To create a safer and better world where all people can grow and reach their full potential.



ABOUT THRIVING FAMILIES KENYA (LTD)

Thriving Families Kenya is a psychosocial consultancy focusing on innovatively creating unique, friendly, therapeutic and sustainable approaches for individuals, families and communities to help them face life's changes and challenges by finding authentic formulas in maintaining their mental health and relationships.

We are accredited under the Kenya Counselling and Psychological Association. We partner with Kenya's Ministry of Public Service Youth and Gender, under the State Department of Gender, on engaging men in gender equality. We have also partnered with the Presbyterian Church of East Africa's (PCEA) - Men's Fellowship.

In the past 2 years, Thriving Families Kenya has established a special niche in working with men (men across all ages) for better livelihoods, families and societies.

Our programs for men are delivered through four key objectives:

- Mental health of men.
- Men and Gender Based Violence.
- Men and boys for better families/generations.
- Men in gender equality.

We pioneered the marking of International Men's Day in Kenya in 2018 and 2019). We also spearheaded a dialogue of engaging men in gender equality. The two activities were held in partnership with the State Department of Gender.



(Inset First IMD Marking in Kenya- 2018 at All Saints Cathedral -Nairobi)



Mr. Protus Onyango, Director Mainstream, SDG Partner mentions, YMCA, during the IMD Kenya Celebrations – 2019

Thriving Families Kenya also conducted a Baseline Survey on Engaging Men for Gender Equality. The findings were instrumental in designing and rolling out a community strategy that creates safe spaces for men in their most natural and comfortable environment. In addition, we submitted a policy paper to the State Department of Gender on engaging men in gender equality.

Thriving Families Kenya believes that the man is the epitome of God's image and likeness. He is rightly ordained to lead and establish systems for thriving societies.

When men are equipped to support and empower their families, then a balance will be achieved leading to a harmonious and thriving nation. This will ultimately create a positive push towards the achievement of a variety of Sustainable Development Goals (SDGs).



EVENT BACKGROUND

This year, Thriving Families Kenya, in partnership with the Ministry of Public Service Youth and Gender, Chiromo Mental Health Hospital(CMHH), Young Men Christian Association(YMCA), UNFPA and Nairobi Metropolitan Services. Together with organizations that work with men and boys; men from all walks of life, the international community and organisers of International Men's Day, will converge in a one day hybrid conference on Thursday, November 19, 2020, at YMCA – Kenya HQ in celebration of men.

The gathering will discuss issues in line with the international theme for 2020: '**Healthy Minds and Bodies**'.

The hybrid conference will bring together international and local delegates in a virtual and physical forum. Discussions around the mental health of men and non-communicable diseases will inform the conversations.

In addition, a critical engagement on men in gender equality and issues on gender based violence shall form part of the discussions to help identify sustainable approaches of engaging for men and boys. This will help in shaping the realisation of SDG 5 on gender.

Objectives – IMD Virtual Conference 2020

The objectives of the conference are:

1. Highlight the physiological health challenges of men.
2. Highlight the mental health challenges of men.
3. Promote positive and healthy coping strategies for men by men
4. Promote and encourage help-seeking, emotional and general well-being Behavior/practices.
5. Explore the role of men in reproductive health (curbing teenage pregnancies).
6. Identify approaches in engaging men to end FGM and Child marriages
7. Engage men and boys in Gender Based Violence.
8. Identify sustainable modalities for men and boys inclusivity in gender equality.

Expected Outcomes

- a) A world where the boychild and men are engaged in gender equality and equity conversations not just as allies and benefactors and girls and women, but also as beneficiaries of the engagement.
- b) Policy on involvement of men and boys.
- c) A world where boys and men, women and girls are treated equally with full understanding of their intrinsic unique needs as human beings.
- d) Deliberations on financing the empowerment of boychild and equipping of men and fathers for peaceful homes, connected societies and thriving nations.
- e) Improvement of public awareness and understanding of mental health.
- f) Improved attitudes towards men's mental health issues.



INTERNATIONAL MEN'S DAY - 2020;

Unpacked Activities

Pre -conference international activities

The main conference day will be a culmination of 10 days discussions on the agenda with different activities being conducted virtually (with regional collaborations) and domestically by different actors in the area of men and boys agenda.

Pre-Conference Activities Schedule

In Kenya, the following program will inform the pre event activities;

Theme: **Healthy Minds and Bodies**

Date: November 10th – 18th, 2020

Calendar Link: <https://calendar.google.com/calendar/u/2?cid=aW1ka2VueWFAZ21haWwuY29t>

PRE – EVENT ACTIVITIES 10 – 18 th November 2020			
	Activities	Topics	Key Partner
Tuesday 10th Nov, 2020	Social Media Vibes & twit Chat	Men's Mental Health	CMHH, Thriving Families, MOH, YMCA
Wednesday 11th Nov, 2020	Social Media Vibes & Webinar	Physical Health of Men	MOH, Partners in health
Thursday 12th Nov, 2020	Social Media Vibes & Webinar	Men & Boys In Gender Equality	Uganda Coordinator, SDG -Kenya, Senate representatives
Friday 13th Nov, 2020	Panel Discussions	Men's Mental Health – Depression and Suicide among Men	Thriving Families Kenya, YMCA, CMHH
Saturday 14th Nov, 2020	Panel Discussions	Women/Men equality issues	SGD, Religious Leader, (Legal Expert)
Sunday 15th Nov, 2020	Zoom Webinar with boys from Africa. (7pm-9pm EAT)	Stress and Depression among boys and young men	Kenya, Uganda Rwanda Nigeria, CMHH
	Panel discussion (Media Discussion)	Boy child	PCMF, SDG, MoE, KPS and Dept. of Youth
Monday 16th Nov 2020	Media Briefing	Role of men in Gender Based Violence, Teenage Pregnancies	Sen. Mutula.K, Sen Sakaja, Sen. Were; Sen.Ledama, F. Nashipae, Youth Rep & Boy child

Tuesday 17th Nov, 2020	Nuggets wisdom from of the elderly	Senior citizen's wisdom on manhood and intergenerational linkages (Pre-recorded)	Select 2 men
Wednesday 18th Nov, 2020	Inter - Religious Engagement	Role of Religious actors to ending harmful practices and child marriages, men and Boys gender inclusivity.	UNFPA, IRC, EAK, SUPKEM, HRC, NCKK and CHAK
Thursday 19th Nov, 2020	International Men's Day Celebrations		

MAIN DAY EVENTS EVENT : IMD FIRST AFRICA VIRTUAL CONFERENCE - HOSTED BY KENYA 2020

Nature of Event:

This is a one-day hybrid conference. The morning session dubbed the Man-Cave Edition where men will have safe spaces to talk to each other as well as receive brief mental health wellness assessments from clinical psychologists on site. This will be managed in partnership with Chiromo Mental Health Hospital as the lead partner supported by the Ministry of Health.

Morning Sessions:

Thriving Families Kenya in collaboration with Chiromo Mental Health Hospital, Young Christian Men's Association – Kenya and other partners will host 100 men who will attend the morning session and access the free services to be offered. All attendees must register online. This is a practical way to men's health. The special event will run from 8am – 1.00pm. Interesting brief mentorship programs will be facilitated by partners working in the area of men and boys. All break out rooms will be held in the morning, EAT. The discussions will consist of moderators, panelists (physical and virtual) and a small audience of not more than 20 physical participants.

Activities

The activities of the day will involve:

- **Mental Health Assessments** – Booths will be assigned a psychologist to offer mental health Wellness brief assessments with utmost confidentiality.
- **Physical Check-Ups** – There will be booths run by a health practitioner for men to check their temperature, blood pressure, and blood sugar, BMI and Prostate cancer.
- **Boys to Men Mentorship program** – Where we would like to foster mentorship between Men to boys, and Vice versa.
- **Panel Discussion** – Mental Health advocates and athlete



The Man Cave Edition

TIME	Event	Facilitator
8:00 AM – 8:30 AM	Arrival of guests	
8:30 AM – 8:40 AM	Introduction	YMCA
8:40 AM – 11:00 AM	<ol style="list-style-type: none"> Mentorship program (groups) <ol style="list-style-type: none"> Father-Hood: The man in the Family- Mwongera Mutiga Father-son: The intentional Dad- Simon Mbevi. Man & Finances George Mugwe Sexual Violence- Rix-Poet Domestic Violence -Dan Matakaya Mental Wellness assessments Physical check-ups (4 guests per table) 	<p>Both /Tent set up outside on the grounds- different clusters</p> <p>Confidential booths for person to person sessions with psychologists</p> <p>Confidential booths for person to person sessions with a health practitioner</p>
11:00 AM – 12:00PM	<p>Panel discussion</p> <p>Panelist 1: Losses Men go through- physical/financial</p> <p>Panelist 2: YMCA: Youth</p> <p>Panelist 3: Man Lived Experience-Coping & dealing with Stigma.</p> <p>Panelist 4: Dealing with Domestic Violence.</p> <p>Panelist 5: Sexual Violence.</p>	Moderator
12:10 PM	Handing over to Thriving families Kenya LTD	Gathoni M.Mbugua

Health Break:

Guests will have a one hour lunch break before engaging in the main celebrations of the day.

Main Event:

This will take place between 2.30pm and 4.30pm. This will be a high-level forum consisting of duty bearers and major actors. The key speakers will highlight the value of men and boys' inclusivity in gender issues and responsive health approaches. The event will be presided over by; **Prof. Collette A. Suda, PhD, FKNAS, CBS; Principal Secretary, Ministry of Public Service and Gender, The State Department of Gender.**



They will also share their commitments towards the achievement of SDG 3 on Health and 5 on Gender where men and boys are not just allies and benefactors of women and girls development agenda but are also key beneficiaries. A live opinion posting for the attendees' contributions to the resolution will be availed.

The main event will also entail the launch of the 3-million men campaign.

The 3 Million Men Campaign:

The goal of the campaign is to create a mindset change by engaging men for gender equality. We intend to achieve this through:

- Challenging societal norms and beliefs.
- Engage men and boys in combating Gender Based Violence (GBV).
- Create awareness on the role of men and boys in gender equality.
- Promote positive role models and fatherhood for safer homes and better families.

Venue:

The proposed venue is **YMCA Kenya** off university way

Event Marketing:

All partners will follow and tag the IMDKenya platforms for all events communication. Partners will also share the information using on their platforms. In addition, all partners facilitating side events towards marking the day are encouraged to get in touch with the event social media team under **Warran International (Francis – 0788150000)** for any updates and sharing of event poster on the main page.

Conference Virtual Social Vibes:

This will be a virtual campaign to share highlights of the main conference. Towards the buildup of the conference, different men from all walks of life will record a 0.5 minute clip and share in their social media platform with a link to the IMDKenya social media platforms.

Registration:

Thriving Families Kenya, the main coordinators or IMD Kenya, has partnered with Dijitol One to facilitate the online registration and the events live-streaming in a complete tool kit. The registration information will be available on the <https://www.thrivingfamilies.co.ke/international-mens-day-2020/>



Main Event Program

PROGRAMME FOR THE FIRST REGIONAL INTERNATIONAL MEN'S DAY 2020, KENYA CELEBRATIONS

Theme: 'Healthy Minds and Bodies'

Date: 19th November 2020

Venue: YMCA

Time: 2.30 – 4.30pm

Time	Activity	Responsible
	Registrations	YMCA/DijitoOne
2:30 – 2:40pm	Prayers (Christian, Muslim and Hindu) National Anthem	
2:40 – 2:50pm	Climate Setting	Man Cave -Representative
2:50 – 3:00pm	Overview IMD – A word from the founder	Dr. Jerome Tuleeksign (Trinidad & Tobago)
3:00 – 3:05 pm	Disease burden among men	MOH, Division of NCD's
3:05 – 3:10 pm	Men's Health - Private Sector perspective	Dr. Amit Thakkar; President, Africa Health Federation
3:10 – 3:15 pm	Pan African View of Men and Boys- The religious perspective	Rev. Henry Kaira President of Pan-African Men's Fellowship
3:15 -3:20 pm	Success story from Kenya	Mr. Simon Mbevi, Transform Nations
3:20 – 3:25 pm	Policy, Men & Boys engagement	Sen. Mutula Kilonzo Jr.
3:25 – 3:30 pm	Engaging Men in Gender Equality	Dr. Ademola Olajide, Country Representative, UNFPA
3:30 – 3:40 pm	Engaging Men – Brief on Three Million Men Campaign	Faith Nashipae; Executive Director, Thriving Families Kenya
3:40 – 3:50 pm	Partner Mentions	Moderator
4:00 – 4:20 pm	Key Note Address and Launch of the Three Million Men Campaign	Prof. Collette A. Suda, PhD, FKNAS, CBS; Principal Secretary, Ministry of Public Service and Gender, State Department of Gender
4:20 – 4:30PM	Vote of thanks & Prayer	

TARGET AUDIENCES

Available men from all walks of life, public agencies and ministries, private sector, development partners, County departments, faith based organizations and organizations/individuals that promote the agenda of men and boy-child.

In keeping with the Kenya government's regulations on conferences in regard to COVID-19 response, 200 physical attendees are earmarked for the event. 100pax in the morning and a different 100pax in the afternoon. A host of over 50,000 virtual attendees is targeted from all over the world.

HEALTH & SAFETY FOR ALL PHYSICAL PARTICIPANTS

All participants shall be expected to observe the set COVID- 19 prevention guidelines. Clear communication shall be shared with all registered for physical attendance as per the Meetings, Incentives Conferences and Exhibitions (MICE) guidelines by the government of Kenya.

- All guest shall be required to
- Wash their hands at the entrance.
- Wear a mask at all times
- Maintain required physical distance of 1.5 Meters
- Corporate with the crew on the ground

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